

**ABG** **EuraAuditInternational**  
ASSOCIATION OF INDEPENDENT FIRMS

**Marketing & Business Development  
for Accountants**




---

---

---

---

---

---

---

---

**ABG**

**Digital marketing and social media**




---

---

---

---

---

---

---

---

**ABG** **A bit about me..**

Joined ABG in 2000 - became ABG's first full-time marketing person in 2007.

Promoted to Manager in 2008. I support Mark and the other partners in order that we fulfil ABG's annual marketing plan.

I spend my time:  
producing publications, reports & blog posts, managing events and seminars,  
managing our online advertising, social media and website, brand awareness,  
reputation management, data management and building/managing external  
relationships.



© 2017 ABG. All rights reserved.




---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

**ABG** Why would we want to win???

- Web presence
  - Onsite
  - Offsite

Motivate/acknowledge the work of the team

© Copyright ABG Group 2017

---

---

---

---

---

---

---

---

Why is web presence important?

- Publicity & positive PR
- Brand awareness
- Search engine optimisation
- Social proof
- Organic Google rankings

---

---

---

---

---

---

---

---

**ABG**

### What is social media?

**According to Wikipedia**  
The term **Social Media** refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue.

"a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content"

© Copyright ABG 2016



---

---

---

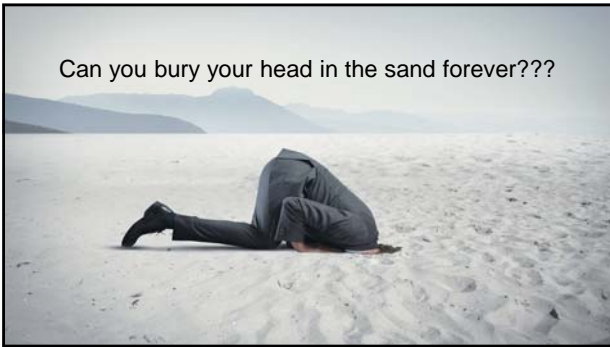
---

---

---

---

---



Can you bury your head in the sand forever???

---

---

---

---

---

---

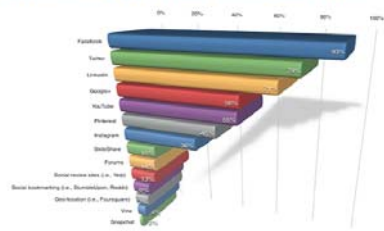
---

---

**ABG**

### 2016 Survey of marketing personnel when asked about most commonly used platforms

Commonly used social media platforms



---

---

---

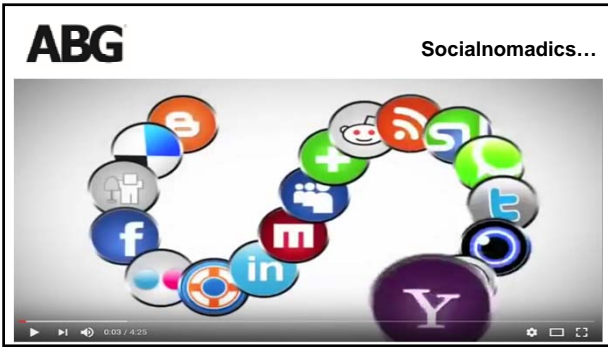
---

---

---

---

---




---

---

---

---

---

---

---

---

**ABG Socialnomadics – Eric Qualman**

**The facts:**  
 50% of the world population is under 30  
 Facebook has the 3rd largest population in the world! (2016)  
 80% of companies use social media for recruitment (95% LinkedIn)  
 93% of buying decisions are influenced by social media (B2B)  
 2 people every second join LinkedIn

© 2014 Eric Qualman

---

---

---

---

---

---

---

---

**ABG Did you know? Facebook - 2bn engaged users**

Facebook vs the rest

Platform	Engaged Users
Twitter	~0.5bn
LinkedIn	~0.2bn
Facebook	2bn
Instagram	~0.8bn

---

---

---

---

---

---

---

---



## What's important?

Identify where your connections or potential new connections are "hanging out"...

**Consider...**  
What can you offer them?  
What is your proposition?  
Where can you offer it?

Then adjust your message to fit the audience

© Copyright Steve Moran, October 2017



---

---

---

---

---

---

---

---



## Right message ... right channel



© Copyright Steve Moran, October 2017

---

---

---

---

---

---

---

---



# STEP ①

Using existing and creating new connections

© Copyright Steve Moran, October 2017



---

---

---

---

---


---

---


---

**ABG**

**Existing connections**



**Unknown/potential connections**



---

---

---

---

---

---

---

---

**ABG**

**How might you make new online connections?**

**Think about the profile of the people you want to meet!**

- How old are they?
- What are their hobbies?
- What do they like (fast cars, watches, fishing, shooting, fine wine)
- What industries might they operate in?
- Where do they live?
- Where might they go on holiday?
- Will they read newspapers, blogs etc?

© 2014 ABG. All rights reserved. 01/14

---

---

---

---

---

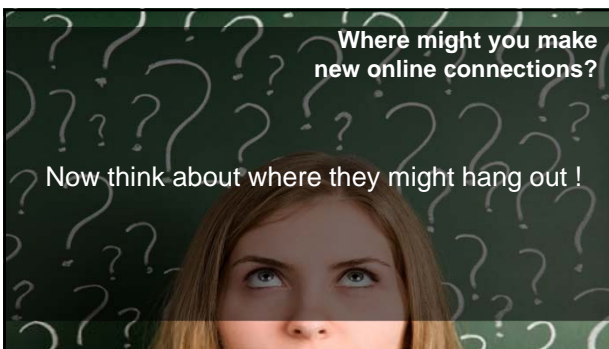
---

---

---

**Where might you make new online connections?**

Now think about where they might hang out !




---

---

---

---

---

---

---

---



### Social media campaign planning

Demographic	Which platform(s)	Content	Paid or unpaid	Expected ROI
Male age 50 (business owner) Travel sector	LinkedIn, Facebook, Twitter, Blogs	Whitepaper, website blog post, paid Google ads	Mainly free (apart from the paid Google ads)	Extended reach, publicity, brand awareness, positive PR and new enquiries
Male age 35 (new business start-up) Technology sector	LinkedIn, Facebook, Twitter, Blogs, Instagram, Youtube, Pintrest	Whitepaper, website blog post, images, video/animation, paid Google ads	Mainly free (apart from paid Google ads or any videos or promoted articles)	Extended reach, publicity, brand awareness, positive PR and new enquiries

---

---

---

---

---

---

---

---



### Male 50 – travel sector

LinkedIn – he is a professional

Blog reader – might read whilst travelling



Facebook – might have children (or grandchildren)

Twitter – time poor

© Getty Images/Markus Spiske/2017




---

---

---

---

---

---

---

---



### Social media campaign planning

Demographic	Which platform(s)	Content	Paid or unpaid	Expected ROI
Male age 50 (business owner) Travel sector	LinkedIn, Facebook, Twitter, Blogs	Whitepaper, website blog post, paid Google ads	Mainly free (apart from the paid Google ads)	Extended reach, publicity, brand awareness, positive PR and new enquiries
Male age 35 (new business start-up) Technology sector	LinkedIn, Facebook, Twitter, Blogs, Instagram, Youtube, Pintrest	Whitepaper, website blog post, images, video/animation, paid Google ads	Mainly free (apart from paid Google ads or any videos or promoted articles)	Extended reach, publicity, brand awareness, positive PR and new enquiries

---

---

---

---

---


---

---

---

**ABG** **Male 35 – tech sector**

LinkedIn – he is a professional      Blog reader – how else would he read!  
 Youtube – there are some helpful videos      Instagram – showing off with his peers  
 Facebook – it's all he knows!      Twitter – why would he not?



© Copyright from Mark Williams 2017

Facebook   YouTube   Instagram   Twitter   LinkedIn

---

---

---

---

---


---

---

---

**ABG** **Client of the future**  
**Consider - today they might be age 10!**

LinkedIn – she will one day be a professional but will she use LinkedIn?  
 Youtube – Youtube bloggers are our children's idols. It's how they learn everything!  
 Facebook – they hate Facebook!      Blog reader – she reads blogs today, her generation are obsessed by blogs  
 Instagram – today everything her and her peers do is shared. This and Snapchat is their life – never take away their wifi!  
 Twitter – I doubt she will ever use Twitter!



© Copyright from Mark Williams 2017

Facebook   YouTube   Instagram   Twitter   LinkedIn

---

---

---

---

---

---

---

---

**ABG** **You have found them,**  
**now they need to know who you are**

**Ensure your profile is up to date with a photo**  
**People want to know who you are!**

**Describe what you do (NOT your job title); Are you?**

**Provider of accounting advice to SMEs in the technology sector**  
**or**  
**Partner at XXXX Limited**

© Copyright from Mark Williams 2017

Facebook   YouTube   Instagram   Twitter   LinkedIn

---

---

---

---

---

---




---

---



**ABG** **Who are you?**

If we don't know what you look like how can we be sure it's you?

© Copyright Alex Brown October 2017

Facebook Twitter LinkedIn YouTube

---

---

---

---

---


---

---


---

**ABG** **What do you do?**

If you don't tell us what you do, how can we engage you?



OR



Partner XYZ Limited

London tax adviser specialising in  
Research & Development Tax and  
Self Assessment

© Copyright Alex Brown October 2017

Facebook Twitter LinkedIn YouTube

---

---

---

---

---

---

---

---

**ABG** STEP (2)

**Then you need content and somewhere to put it!**

© Copyright Alex Brown October 2017

Facebook Twitter LinkedIn YouTube

---

---

---

---

---

---

---

---

**ABG**

Traditional (hard copy)



Online



---

---

---

---

---

---

---

---

**ABG**

Websites

How many of us have a website?



---

---

---

---

---

---

---

---

**ABG**

How many of us have a website that we upload content to and generate new business enquiries?



---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

**ABG** **How does your website perform?**

How many new enquiries do you receive each week?

Are you using your website content as landing pages or calls to action for paid advertising?

Do you check and track your website's analytics to see how your site performs organically (for free) in the search engines?

© Copyright ABG Group Limited 2017

Facebook Twitter LinkedIn YouTube

---

---

---

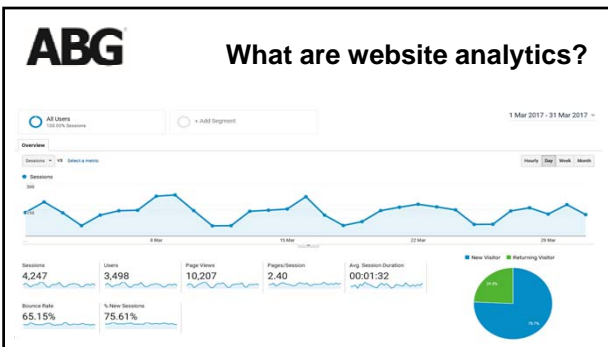
---

---

---

---

---




---

---

---

---

---

---

---

---



### What does this tell us?

10,207 views in March 2017  
 76% were new visitors – 24% returning visitors  
 Average site visitor aged 35 – 44  
 2/3<sup>rd</sup> were male  
 58% UK, 25% France, 7% USA, 2% India  
 52% direct traffic, 42% organic search, 3% referral

© Copyright ABG 2017




---

---

---

---

---

---

---

---



### Questions to ask yourself...

Is your site content reaching your target audience?  
 Is your target audience then engaging with you?  
 Are your visitors finding what they are looking for?  
 Do you have content and publications to download?  
 Are there relevant calls to action?  
 Do you invite clients to events?

© Copyright ABG 2017



Are your visitors enquiring, downloading publications  
 or signing up for events?

---

---

---

---

---

---

---

---



**How do you rank for your keywords?  
 Do you know what your keywords are?  
 Do you have a keyword matrix for your business?**

© Copyright ABG 2017




---

---

---

---

---

---

---

---

**ABG** Keyword examples

Chartered	Accountant	London
London	Tax	Advice
Business	Advice	EC1
Corporate Tax	Planning	Mitigation
Audit	Charity	Experts
Travel sector	TOMS	ABTA
VAT	Returns	UK
New Business	Start-up	Technology

© Copyright Aram Berlyn October 2017

---

---

---

---

---

---

---

---

---

---

**ABG** Check your Google rank!

**Audit Registered**  
www.auditregister.org.uk  
Welcome to the Register of Statutory Auditors. This Register contains information on Statutory Auditors and Audit Firms in the UK. A Statutory Auditor is a person...

**Auditors in London - Auditors in: Richard Anthony**  
https://www.richard-anthony.co.uk/about-us.html  
Audits in London and the surrounding areas by the auditors of Richard Anthony, Chartered Accountants.

**Aram Berlyn Gardner Chartered Accountants | London**  
www.abggroup.co.uk  
ABG are proud among lists of chartered accountants, auditors, tax and business advisors based in London, EC1. Providing accountancy, audit, tax & VAT advice...  
https://www.abggroup.co.uk/news-items/last-post/130011/

**Chartered Institute of Internal Auditors | IIA.org.uk**  
https://www.ia.org.uk  
We represent the profession of internal auditing in the UK and Ireland. Membership, qualifications, training and services for internal auditors.

**Charity/Not for profit auditors in London | Buzzsaw LLP**  
www.buzzsaw.co.uk/charity-not-for-profit-auditors-uk  
Our audit work is performed under International Standards on Auditing (ISAs) and meets all requirements of law and regulation for your business. It includes...

**Travel & Tour Operator Accountants and Tax Advisors | Aram Berlyn ...**  
www.abggroup.co.uk - Sections  
Our travel industry accountants and tax advisors have been helping UK holiday/cruise park centers, tour operators, yacht... 30 City Road, London, EC1Y 2AG

**Travel Accountants - Eiman Wall - Chartered Accountants - Business ...**  
https://www.eimanwall.co.uk/travel-industry  
Eiman Wall Limited, London Accountants - Our in-house specialist Travel Business Advisory arm, Specialised Advisory, is dedicated to supporting... 10 Reasons Why You Should Be Talking to Eiman Wall Travel Accountants - Travel Industry.

**Travel agency accountants | Tour operator | TOMS VAT**  
www.macrotyrhatton.co.uk - Sections - Travel and tourism  
Specialised accountancy, business advisory and tax services for the travel and tourism industry.

**Travel Industry - White Hart Associates Travel Accountants**  
whitehartassociates.com/travel-industry  
Overview: WISA has an established, vibrant and successful travel and leisure team headed up by Chris Pridel, one of the best known and respected travel...

**Travel & Tourism Accountants | Clark Howes**  
www.clarkhowes.com/sectors/travel  
This sector is highly competitive. Margins are narrow and there is little room for error. Stay profitable with the advice of our travel and tourism accountants.

© Copyright Aram Berlyn October 2017

---

---

---

---

---

---

---

---

---

---

**ABG** How to improve your google rank!  
Look at the types of content that Google like!

- Blog posts
- Whitepapers
- Reports
- Social comments
- Event invites
- Slides
- Podcasts/webinars
- Videos

© Copyright Aram Berlyn October 2017

---

---

---

---

---

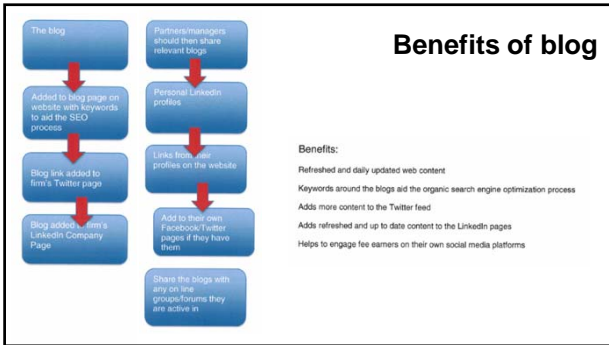
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

## A good blog post example

How many retweets, mentions or conversations?

---

---

---

---

---

---

---

---

---

---

## What did this achieve?

More than 4 days of online exposure and free conversation about our firm  
 Website traffic spike on 16 March of 224 visitors to our website  
 Increase in our Google rank for the month of March by 2 positions  
 Reduced Google Ad costs for the month of March of 3%  
 Unknown attendees (new targets) registered to attend our March seminar

© ABG 2017

---

---

---

---

---

---

---

---

---

---

**ABG**

# STEP ③

Then you have conversations...

© Copyright ABG 2017



---

---

---

---

---

---

---

---

**ABG**

Once upon a time conversations were private....



Today everyone can see...



© Copyright ABG 2017



**Public conversations...**

These public conversations are taking place  
They are potentially about you...  
If you are not there, you do not know they are happening  
If you are not commenting are you missing an opportunity?

Are you managing your reputation and gaining positive exposure.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**ABG**

**What are we using social media sites for?**

- Demonstrate expertise
- Attract new audiences (contacts, clients, prospects)
- Promote brand/business
- Attract new staff
- Improve professional profile
- A voice for the business
- To engage – content marketing
- Differentiate yourself
- Reputation management

© Copyright from Mark Williams 2017



---

---

---

---

---

---

---

---

**ABG**

**STEP ④**

**Finally you create calls to action**

© Copyright from Mark Williams 2017



---

---

---

---

---

---

---

---

**ABG**

**Traditional ways to convert clients**



**But you can also do it like this...**



---

---

---

---

---

---

---

---



**ABG** Everything you do needs a call to action

**Contact forms on your website**


WANT US TO CALL YOU?  
Use this form to inform us of your call back request and we will endeavour to phone you straight back.

Name \*  Telephone \*

Reason for enquiry \*

I am happy for us to communicate with you please tick here to give us your permission!

**Set up a Youtube channel**



© Copyright Arram Berlyn Gardner 2017

---

---

---

---

---

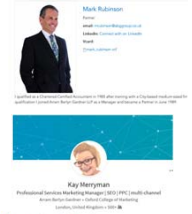
---

---

---

**ABG** Calls to action

**Complete online profiles on different channels**



**Publications that can be downloaded**

- ABG Making tax digital - the latest update 09 Aug 17 [READ MORE](#)
- ABG Buy to let Property 09 Aug 17 [READ MORE](#)
- ABG 2017 Planning for your retirement 06 Jul 17 [READ MORE](#)

© Copyright Arram Berlyn Gardner 2017

---

---

---

---

---

---

---

---

**ABG** EuraAudit website

Finally...

If you do not have a profile photo on your EuraAudit website listing please visit the photo area outside during the coffee break.

© Copyright Arram Berlyn Gardner 2017

---

---

---

---

---

---

---

---